

*File Copy*  
11/29/54

# fashion calendar

circle

7-4447

New address: **8 EAST 77TH STREET**  
New York 21, New York

New phone number: **TRafalgar 9-2343**

## 1954

january

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## FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 26, 1954</u>			
Friday Nov. 26 2:00 P.M.	HOLIDAY FASHION PRESENTATION Lord & Taylor will present fashions for the holidays in the Young New Yorker Shop. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	YOUNG NEW YORKER 6TH FLOOR
Friday Nov. 26	RUSSEKS' JUNIOR FASHION PRESENTATION, ORIGINALLY SCHEDULED FOR FRIDAY, NOV. 26, AT 2:30 P.M., HAS BEEN CANCELLED.		
Saturday Nov. 27 1:00 P.M.	SHOWING OF NEW JUNIOR COLLECTION Martin's invites juniors to the new "American Junior in Paris" collection, designed by Jacques Heim for Young Modes. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR JUNIOR SHOP
Sunday Nov. 28- Nov. 29 4:00 P.M.	SPRING AND SUMMER 1955 SHOE FASHIONS "Shoedunnit"--the Popular Price Shoe Show of America will present an industry showing of Spring and Summer shoes for men, women and children. Displays at Hotels McAlpin and New Yorker through Dec. 2. Producer: Doris A. Weston, PL. 9-5844. Contact: MU. 2-8704.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
<u>WEEK BEGINNING MONDAY, NOVEMBER 29, 1954</u>			
Monday Nov. 29 6:30 P.M.- 8:30 P.M.	8TH SESSION: FASHION TRAINING COURSE Subject: "Publicity"--Fabric Manufacturer, Freelance, International. Speakers: Raymond Barbas, Chambre Syndicale de la Haute Couture: Adelia Ellis, Forstmann, Inc.; Ruth Hammer, Ruth Hammer Associates. \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET
Monday Nov. 29 7:00 P.M.- 8:45 P.M.	26TH ANNUAL SURVEY OF ADVERTISING COURSE Subject: "The Advertising Layout"--Present the Copy Effectively. Speakers: Milton K. Zudeck, McCann-Erickson, Inc.; Alexander Nesbitt, Designer. \$2.00 per lecture. Contact: Advertising Women, 110 W. 47 St., CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Tuesday Nov. 30 12:00 Noon Luncheon	READY-TO-WEAR LUNCHEON MEETING "The Way of American Fashion"--Digest of the Spring Ready-To-Wear Collections with a Glance into Summer. Speaker: Andrew Goodman, President, Bergdorf-Goodman. Commentator and Chairman: Alice Burrows, T. Eaton & Co., Ltd.; Co-Chmn: Adelia Bird Ellis, Forstmann, Inc. Price: \$6.75 for members; \$8.00 for guests. (Reservations close Mon., Nov. 29, 12:00 Noon.) Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 30 2:30 P.M.	RESORT FASHIONS BY HENRY ROSENFELD Russeks will present Resort fashions by Henry Rosenfeld. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday Nov. 30 5:00 P.M.- 7:30 P.M.	CHAMPAGNE TASTING PARTY FOR PRESS Julius Wile Sons will invite the press to a champagne tasting party to introduce the new Bollinger 1947 vintage. By invitation only. Publicity: Ruth Ackerman at Robert Taplinger Assoc., 608 Fifth Ave., PL. 7-8040.	JULIUS WILE SONS & CO.	EL MOROCCO 154 EAST 54TH ST.
Wednesday Dec. 1 9:30 A.M. Breakfast	PRESS PREVIEW OF NORTH-SOUTH FASHIONS Macy's will present a press showing of sportswear and separates for Resort wear -- North and South. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Dec. 1 12:00 Noon Cocktails- Luncheon	INTRODUCTION OF NEW BEAUTY PRODUCTS Procter & Gamble will introduce a new product to the beauty press. By invitation only. Publicity: Pauline Bowie, Verne Burnett Associates, 522 Fifth Ave., MU. 7-9030.	PROCTER & GAMBLE	HOTEL AMBASSADOR DIPLOMAT SUITE
Wednesday Dec. 1 12:30 P.M. Luncheon	FUR FASHIONS DURING LUNCHEON Revillon Freres' Winter furs at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Revillon Publ.: Mr. W.C. Paige, PL. 9-5504. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	REVILLON FRERES	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 1 12:30 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Showing of custom-order cocktail and dinner fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Miss Lili Contact: 18 W. 55th, JU. 6-6750. Waldorf Fashion Dir.: Madeleine Riordan, EL.5-3000.	MISS LILI OF BEVERLY HILLS	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 1 4:00 P.M. Champagne	PREVIEW OF SPRING SEPARATES COLLECTION Preview of Spring collection, designed by John Weitz. By invitation only. Publicity: Laurel Cutler, C. J. Herrick Assoc., TR. 9-6310.	AMGO OF NORVELT	1407 BROADWAY SHOWROOM - 17TH FLOOR
Wednesday Dec. 1- Dec. 3	FIFTY-NINTH ANNUAL INDUSTRY MEETING Theme: "Building A Better America"--annual Congress of American Industry, which 3,000 manufacturers will attend. There will be a special session for women. Contact: N.A.M., 2 E. 48th St., MU. 8-4200.	NATIONAL ASSOCIATION OF MANUFACTURERS	WALDORF-ASTORIA
Thursday Dec. 2 4:00 P.M. Cocktails	PREVIEW OF ADVANCE SPRING MILLINERY Mr. Arnold will present his advance Spring millinery collection. By invitation only. Contact: PL. 1-3284.	MR. ARNOLD	19 WEST 57TH STREET SALON - 5TH FLOOR
Friday Dec. 3 6:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Dec. 3: Don Marshall. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Dec. 3 3:00 P.M.	FASHION BENEFIT IN PALM BEACH Invited members of the press, celebrities and sponsoring companies-- Celanese Corp. of America, Field & Flint, Milton J. Fuller, Gotham Hosiery, Jantzen Swimsuits, Lilli Ann, Palm Beach Co., Pan American, J.& J. Slater -- leaving Idlewild at 3:00 P.M. by chartered P.A.A. Clipper -- will be guests of Spelman Prentice, owner of La Coquille. On Saturday night, "Celanese Ball"; Sunday afternoon, fashion show, cocktail party and water ballet. By invitation. La Coquille Fashion Co-ordinator: Kathleen Low. Publ: Ruth Ackerman at Robert S. Taplinger, 608 5th Ave., PL. 7-8040.	PALM BEACH COUNTY CRIPPLED CHILDREN'S SOC.	LA COQUILLE PALM BEACH, FLORIDA
Monday Dec. 6 9:30 A.M. Breakfast	"FIGURE FLATTERY IN DUPLICATE" Rubber Fabrics Company will invite press and resident buying offices to advance preview of "shape insurance" made with Brafoam by leading American manufacturers. These bras will be coordinated with suits and separates by Belliciano; after-five fashions by Rudolf. By invitation only. Publicity: Albert Millet, 261 Fourth Ave., GR, 7-6610.	RUBBER FABRICS CO., BRAFOAM SUPPLIERS	HOTEL PIERRE COTILLION ROOM
Monday Dec. 6 7:00 P.M. Dinner	HONOR DINNER FOR "KEY WOMEN OF THE YEAR" Fund raising dinner by the Fashion Division of the Federation of Jewish Philanthropies of N.Y., honoring Helen Keller "Woman of the Years"; also Edna Woolman Chase, Ilka Chase, Hon. Anna M. Kross, Alicia Patterson, Co-Chmn: Nettie Rosenstein and Tobe. Price: \$7.50. Contact: Mrs. Sylvia Rosh, Fashion Division, PL. 1-1000, Ext. 348.	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	HOTEL DELMONICO BALLROOM
Tuesday Dec. 7 9:00 A.M.- 12:00 Noon	PRESS PREVIEW OF NEW LAMP CREATIONS Preview of new lighting creations by Paavo and Helena Tynell. By invita- tion only. Publ: Richard Dillon, Jr., 410 West 24 St., CH. 3-6112.	FINLAND HOUSE LIGHTING CORP.	41 EAST 50TH STREET SHOWROOM - 3RD FLOOR
Tuesday Dec. 7 12:30 P.M. Luncheon	FASHIONS BY LEADING CANADIAN DESIGNERS The Association of Canadian Couturiers, in cooperation with the Canadian Government, will present fashions and accessories from 12 leading de- signers -- with Canadian models. Press by invitation. Public by reserva- tion; contact: "Beverly", TE. 8-8000. Show Publicity: Millie Baldwin, LE. 2-4281. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ASSOCIATION OF CANADIAN COUTURIERS	HOTEL PIERRE COTILLION ROOM
Postponed Dec. 7	RUSSEKS SHOWING OF HOLIDAY AND RESORT FASHIONS BY SUZY PERETTE, ORIGINALLY SCHEDULED FOR 2:30 P.M., WILL BE DEC. 14 AT 2:30 P.M. (See Page 4).		
Tuesday Dec. 7 4:00 P.M. Cocktails	PREMIERE SHOWING OF DAYTIME FASHIONS Showing of daytime dresses designed by John Weitz. By invitation only. Publicity: Laurel Cutler, C. J. Herrick Assoc., TR. 9-6310.	LILLIAN RUSSELL	1350 BROADWAY SHOWROOM
Wednesday Dec. 8 12:00 Noon Luncheon	PRESS PREVIEW: SPRING LINGERIE AND HOSIERY Showing to the press of Luxite lingerie and hosiery for Spring and Summer. By invitation only. Publicity: Rita Jane Lysen, Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill., Superior 7-7717. N.Y. Contact: George M. Hawes, Holeproof Hosiery Co., 330 Fifth Ave., OX. 5- 5880.	LUXITE LINGERIE & HOSIERY (330 FIFTH AVE.)	AMBASSADOR HOTEL DIPLOMAT SUITE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 8 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Showing of Carolyn Schnurer's Resort fashions, available at B. Altman & Co. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Schnurer Contact: Lee Weber, CH. 4-4587. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CAROLYN SCHNURER	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 8 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Arnold Constable will present Resort fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Thursday Dec. 9 10:00 A.M. & 3:00 P.M.	PREVIEW: SLEEPWEAR, PETTICOATS & SLIPS Preview for press at 10:00 A.M. and resident buying offices at 3:00 P.M., showing Munsingwear's Spring sleepwear, petticoats and slips for misses and women. By invitation only. Contact: Margot Auerbacher, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE (AT 38TH STREET)
Thursday Dec. 9 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Ohrbach's will present daytime, cocktail and evening fashions during luncheon. <u>Showing at 1:30 P.M.</u> Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ohrbach's Publicity: Mark Klauser, OX. 5-4000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	OHRBACH'S	HOTEL PLAZA PERSIAN ROOM
Thursday Dec. 9 5:30 P.M.	LIGHTING OF CHRISTMAS DISPLAY Saks Fifth Avenue's Christmas display will be coordinated with Rockefeller Center's outdoor spectacle. Twenty-four heroic angels, from 8 to 13 feet tall, made of aluminum, brass and copper wire by English sculptress Valerie Clarebout, will be featured. Twelve angels from Saks will look directly across Fifth Avenue to the twelve angels in the Promenade of Rockefeller Center. Contact: Carolyn Hood, CI. 5-9000. Saks Publicity: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE & ROCKEFELLER CENTER	FIFTH AVENUE 49TH - 50TH STREETS
Saturday Dec. 11- Dec. 15	DISPLAY MARKET WEEK IN NEW YORK Showing of Spring and Easter display products. Contact: Nat'l Ass'n of Display Industries, 203 N. Wabash Ave., Chicago, Illinois.	NATIONAL ASS'N OF DISPLAY INDUSTRIES	HOTEL NEW YORKER
Tuesday Dec. 14 2:30 P.M.	RESORT FASHIONS BY SUZY PERETTE Russeks will present Holiday and Resort fashions by Suzy Perette. ( <u>Note Change of Date</u> ). Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday Dec. 14 4:00 P.M. Cocktails	NORWAY-INSPIRED FASHIONS BY CAROLYN SCHNURER Norwegian Reception with a private showing of the Carolyn Schnurer Resort collection, inspired by her trip to Norway. Admittance by invitation only. Norway Information: Jon Embertsen, MU. 3-8933. Fashion information for Norwegian collection: Mrs. D.J. Todd at Peck & Peck, OR. 3-4700.	NORWEGIAN INFORMATION OFFICE	345 EAST 46TH STREET CARNEGIE BUILDING



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 15 12:00 Noon Box Lunch	PREVIEW OF SPRING HAT COLLECTION Showing of Gardner's Spring millinery at a preview for press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	GARDNER HATS INC.	1 WEST 39TH STREET SHOWROOM
Cancelled Dec. 15	RUSSEKS' LUNCHEON SHOWING OF RESORT AND TRAVEL FASHIONS, ORIGINALLY SCHEDULED FOR 12:30 P.M., AT WALDORF-ASTORIA, HAS BEEN CANCELLED.		
Wednesday Dec. 15 12:30 P.M. Luncheon	CRUISE COLLECTION: "REEL POISE" FASHIONS Bestlyne will show their Cruise collection of "Reel Poise" bathing suits, beachwear and separates, designed by Jean Novick. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bestlyne Publ: Ann R. Silver Assoc., MU. 7-8654. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BESTLYNE (1410 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Dec. 16 12:15 P.M. Luncheon	ANNUAL LUNCHEON MEETING The Fashion Group will have its Annual Meeting. (More details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BELVEDERE ROOM
Dec. 22	FIRST DAY OF WINTER (Wednesday).		
Thursday Dec. 23 8:00 P.M. Dinner	FIRST INTERNATIONAL PRESS BALL International Press Ball, sponsored by Foreign Ambassadors and outstand- ing personalities representing stage, screen and press. Master of cere- monies: Victor Borge. For benefit of: The International Children's Fund, N.Y. Herald Tribune's Fresh Air Fund, and the N.Y. Journal American Milk Fund. Price: \$50.00 per ticket. For reservations, contact: Liselle Nigot at the Waldorf, EL. 5-7565. Executive Secretary: Agnethe Tryde, 1 W. 67th St., EN. 2-6700, Ext. 413.	THE FOREIGN PRESS ASS'N OF AMERICA	WALDORF-ASTORIA GRAND BALLROOM
Dec. 25	CHRISTMAS DAY (Saturday).		
Beginning Monday Dec. 27	PREVIEW OF SPRING JEWELRY COLLECTION Preview for press and trade of the Spring and Summer collection of Napier Fashion Jewelry. For appointments, contact: MU. 5-7390.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FL.
Beginning Monday Jan. 3	OPENING OF SPRING JEWELRY COLLECTION Spring collection of Coro and Corocraft fashions in jewelry. By appoint- ment only. Publicity: Ann R. Silver Associates, 551 Fifth, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Jan. 3	OPENING: SPRING SCARFS, STOLES, ACCESSORIES Opening of Spring collection of Glentex scarfs and neckwear accessories. <del>Glenmodes' Spring stoles, wraps; and beachwear accessories for Resort</del> wear. By appointment only. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654.	GLENSDER TEXTILE CORP.; GLENMODES, INC.	417 FIFTH AVENUE SHOWROOM - 9TH FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 3	OPENING OF SPRING JEWELRY COLLECTION Showing of Trifari, Krussman & Fishel Spring collection of jewelry. By appointment only. Publ.: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday Jan. 3	SCARVES AND STOLES FOR SPRING Opening of Vera's Spring and early Summer collection of scarves, stoles, originals in silks and cottons. For buyers and buying offices only. Publicity: Florence Brobeck, 444 E. 52nd St., MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday Jan. 3	OPENING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1955 handbag collections. Contact: National Authority, 347 Fifth Avenue, MU. 3-6969.	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Monday Jan. 3- Jan. 14	INTERNATIONAL HOME FURNISHINGS MARKET Contact: News Bureau, The Merchandise Mart, Chicago 54, Ill.	INDIVIDUAL MANUFACTURERS	THE MERCHANDISE MART CHICAGO, ILL.
Tuesday Jan. 4 9:15 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Emme will present her Spring millinery collection to N.Y. press and buyers. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL ROOM
Tuesday Jan. 4 11:00 A.M. Breakfast	PRESS PREVIEW OF SPRING SHOE COLLECTION Saks will present their Spring shoe collection to the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Tuesday Jan. 4 2:30 P.M.	RESORT FASHIONS BY JERRY GILDEN Russeks will present Resort fashions by Jerry Gilden. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday Jan. 4 3:30 P.M.- 5:00 P.M.	SPRING MILLINERY FORUM & MEETING Semi-annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. By invitation only. Contact: Charles Steinecke, LE. 2-8415.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	PLACE TO BE ANNOUNCED
Wednesday Jan. 5 10:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Showing of Spring bridal fashions at a preview for the press. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	5TH FLOOR BRIDAL SALON
Thursday Jan. 6 9:30 A.M.- 11:30 A.M.	PREVIEW: LA TAUSCA COSTUME JEWELRY Informal display of costume jewelry and simulated pearls for Spring 1955. By invitation only. Publ.: Lillian Libman at Constance Hope, PL. 7-0515.	THE HELIER-DELTAK CO.	HOTEL PLAZA CRYSTAL ROOM
Thursday Jan. 6 10:00 A.M. Coffee	SPRING MILLINERY AT PRESS SHOWING Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publ.: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 10 11:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY John Frederics will present his Spring millinery collection to N.Y. press. By invitation only. Publicity: June Johnson, WY. 1-6900.	JOHN FREDERICS, INC.	711 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Monday Jan. 10 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Laddie Northridge will present his Spring millinery collection to press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH ST.)	HOTEL PIERRE ROOF
Beginning Monday Jan. 10	OPENING OF SPRING SHOE COLLECTIONS Late Spring and early Summer shoe fashions by: Beleganti, Evins, Inc., Fox Shoe Co., Seymour Troy, Jerro Bros., Inc., Herbert Levine Co., John Marino & Sons, I. Miller & Sons, Newton Elkin, Palter De Liso, M. Wolf & Sons, Wolsam Ltd., Zuckerman & Fox. Contact: John Jerro, 40 West 27th St., MU. 4-3191.	GUILD OF BETTER SHOE MFRS.	INDIVIDUAL MEMBERS' SHOWROOMS
Monday Jan. 10- Jan. 13	FORTY-FOURTH ANNUAL CONVENTION Theme: "Meeting Competition Profitably." Contact: Robert J. Mayer, Director of Public Relations, 100 W. 31st St., CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N.	HOTEL STATLER
Tuesday Jan. 11 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Beatrice Martin will present her Spring millinery to the press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	BEATRICE MARTIN (16 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Tuesday Jan. 11 10:00 A.M. Clinic 12:15 P.M. Luncheon	FIRST FASHION SUBTEENS' CLINIC The First Fashion and Merchandising Clinic for Subteens under the auspices of the "American Girl" Magazine. Clinic speakers: Kay Robinson, Publ. Dir., Cavendish Trading Corp., Betty Green, Fashion Accelerator, Inde- pendent Retailers Syndicate, Jeanne Malkin, Pres., ICTBA. Luncheon speakers: Miss E. Mildred Breen, Divisional Merchandise Mgr., Shillito's Cincinnati; Tom Mendelson, Exec. Dir., Youth Fashion Guild. By invita- tion only, to trade press and merchandisers. Publicity: Pat di Sernia at "American Girl", MU. 2-2505.	AMERICAN GIRL MAGAZINE (155 EAST 44TH STREET)	HOTEL NEW YORKER GRAND BALLROOM
Tuesday Jan. 11 7:30 P.M. Dinner	FASHION SHOWING OF DAYTIME DRESSES Twenty-first annual fashion show based on the theme of successful promo- tion of national brands in fashion. Spring and Summer daytime fashions will be shown. By invitation. Contact: Erwin Feldman, LA. 4-6352.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 12 9:30 A.M. Breakfast	PREVIEW OF SPRING MILLINERY COLLECTION Showing of Gustavo's Spring millinery at a preview for press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	GUSTAVO (59 WEST 56TH ST.)	PLACE TO BE ANNOUNCED
Thursday Jan. 13 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Presentation of Spring hats to the press by Mr. John P. John. By invita- tion only. Publicity: Mary-Jean Mairs, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON



MOVIES...MUSIC...THEATRE...OPERA

- Monday  
Nov. 29      FOURTH WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, 39TH ST. & B'WAY  
Mon., Nov. 29: Rossini's IL BARBIERE DI SIVIGLIA. Tues., Nov. 30:  
Verdi's AIDA. Wed., Dec. 1: Puccini's MADAMA BUTTERFLY. Thurs., Dec. 2:  
Verdi's LA TRAVIATA. Fri., Dec. 3: Massenet's MANON. Sat., Mat., Dec. 4:  
Giordano's ANDREA CHENIER. Sat., Eve., Dec. 4: Mascagni's CAVALLERIA  
RUSTICANA and Leoncavallo's PAGLIACCI. Publicity: Francis Robinson,  
PE. 6-1200.
- Monday  
Nov. 29      OPENING: "THE BAD SEED"      46TH STREET THEATRE, 226 W. 46TH ST.  
The Playwrights' Company will present Nancy Kelly in a new play by Maxwell  
Anderson, adapted from the best-seller by William March. Featuring:  
Henry Jones, Eileen Heckart, Thomas Chalmers, Patty McCormach. Director:  
Reginald Denham. Setting & lighting: George Jenkins. Costumes: Sal  
Anthony. Publicity: William Fields, PL. 7-6938 or PL. 7-6846.
- Wednesday  
Dec. 1      OPENING: "MRS. PATTERSON"      NATIONAL THEATRE, 208 WEST 41ST ST.  
Leonard Sillman will present Eartha Kitt in a new play, with music by  
Charles Sebree and Greer Johnson with Enid Markey. Featuring: Ruth  
Attaway, Alonzo Bosan, Vinnie Burrows, Terry Carter. Director: Guthrie  
McClintic. Songs and incidental music: James Shelton. Setting and cos-  
tumes: Raoul Pene DuBois. Publicity: Bill Doll, WI. 7-2386.
- Thursday  
Dec. 2      OPENING: "HIT THE TRAIL"      MARK HELLINGER THEATRE, 51ST ST. W. OF B'WAY  
Elizabeth Miele will present a new musical by Frank O'Neill starring Irra  
Petina with Robert Wright and Paul Valentine. Directors: Charles W.  
Christenberry, Jr. and Byrle Cass. Musical numbers staged by Gene Bayliss.  
Scenery: Leo Kerz. Costumes: Michi. Publicity: Nat Dorfman, LO. 3-0858.
- Thursday  
Dec. 9      PREMIERE: "DEEP IN MY HEART" (Movie)      MUSIC HALL, 6TH AVE. & 50TH ST.  
M-G-M Eastman Color print by Technicolor production starring Jose Ferrer,  
Merle Oberon, Helen Traubel, Doe Avedon, Walter Pidgeon, Paul Henreid.  
Producer: Roger Edens. Director: Stanley Donen. Women's costumes:  
Helen Rose. Men's costumes: Walter Plunkett. On the stage will be "The  
Nativity" and "King Kringle" produced by Leonidoff. M-G-M Publicity:  
Herbert Crooker or Frances Lane, JU. 2-2000. Music Hall Publicity:  
Fred Lynch, CI. 6-4600.
- Monday  
Dec. 13      OPENING: "LUNATICS AND LOVERS"      BROADHURST THEATRE, 235 WEST 44TH ST.  
Dennis King will be starred in Sidney Kingsley's production of his new  
farce presented by M. Kirshner. Featuring Sheila Bond, Vicki Cummings,  
Mary Anderson, Buddy Hackett, Arthur O'Connell, Nat Cantor. Production  
designed and lighted by Frederick Fox. Women's costumes: Charles Gelatt.  
Publicity: Richard Maney, CI. 7-4646.
- Tuesday  
Dec. 21      OPENING: "PORTRAIT OF A LADY"      ANTA THEATRE, 245 WEST 52ND STREET  
Lyn Austin and Thomas Noyes and The Producers' Theatre will present  
Jennifer Jones in a new play by William Archibald, based on the novel  
by Henry James. Featuring: Robert Flemyng, Cathleen Nesbitt, Douglas  
Watson and Barbara O'Neill. Director: Jose Quintero. Settings & light-  
ing: William and Jean Eckart. Costumes: Cecil Beaton. (Note Change of  
Date). Publicity: Barry Hyams, CO. 5-4784.
- Thursday  
Dec. 23      OPENING: "HOUSE OF FLOWERS"      ALVIN THEATRE, 252 WEST 52ND STREET  
Saint Subber will present Truman Capote and Harold Arlen's new musical  
starring Pearl Bailey. Publicity: Dorothy Ross, PL. 7-0640.